

Color Confidence Certification Classes!

This will be a 7 week "hands on" course where YOU will master the skills you need for your business. While mastering color, you will be introducing clients to Mary Kay's new color and trend looks! You'll experience loads of bookings, great sales, and many potential recruit prospects. It's up to YOU to bring models each week. A minimum of 1 and up to 3 will be your goal each week. The more models you bring each week, the better the chance of your models winning a basket of Mary Kay for our "April & May Recruiting Contests"! We will provide you with scripts, encouragement and training!

Purpose: To become color confident in teaching glamour application.
To start and develop a Color Portfolio book of models.
To increase your personal sales, bookings and team size!

Incentives:

****April Basket Drawing on May 11th** for Models filling out their Color Marketing Sheet (CHOCOLATE) at our [Tuesday Success Meetings](#).

****May Basket Drawing on June 1st** for Models filling out their Color Marketing Sheet (CHOCOLATE) at our [Tuesday Meeting](#).

Also, any other **Interview Sheet** you turn into your Director will go in for the April and May Basket Drawings.

MK Bracelet for the Consultant who facials the most models 4/13/10-5/11/10 and another **MK Bracelet** for the Consultant who facials the most models 5/11/10 thru 6/1/10.

All NEW Consultants in April and May will also win the MK bracelet.

Certification: You must have at least 7 different models in your Color Portfolio book to complete the course. Please attend ALL the classes. You must be present for at least 5 classes to receive your color certification.

To keep things easy and consistent for everyone, we will be using the **TicTacToe** sheet for Referral Names, the **Chocolate Color Marketing Sheet**, the **Beauty Book** and the **Beauty Book Close pamphlet** for selling sets and Before/After Sheets. Each consultant should bring a **Satin Hands Sampler (014092)** set as a gift for each model.

Dates: April 13th- May 25th **7PM SHARP!**

Order your color cards and/or sheets of eye and cheek colors, lipsticks, eye and lip liners for the 1st 4 classes IMMEDIATELY if you haven't done so already. **You MUST have your supplies available by April 13th**, so order NOW! This is YOUR business, so you should have your own supplies. However, we may have some extra supplies for purchase.

Schedule: See our [Weekly Announcement Sheet](#) for the upcoming Color Confidence Class each week. Have your colors ready, your models invited and supplies for the class ready to go by Friday so you can confirm her on Sunday evening before our Tuesday Girls' Night Out each week.

Who to Invite: You'll want to look for models over 18 years of age who may not use MK products or your current customers. Look for models you would enjoy building a professional relationship with ~ they could be your next team member! All models should be facialed for the skin care appointment (1st) **PRIOR** to these COLOR APPOINTMENTS the next 7 weeks. This should be your models' 2nd appointment, not 1st. You should have their foundation color and their Create-A-Look form filled out **PRIOR** to this color appointment also. Always have your models 1st appointment completed prior to inviting her for an advanced color session these next 7 weeks.

How to Invite your Models: Hi _____, this is (your name). I'm so excited I just had to call you! Do you have a quick minute? Great! I'm in the process of becoming Color Certified with MK, and in order to complete the program I need models at each **Tuesday** night session at **7:00PM**. I think you'd be a great model for one of the looks available now, plus you'll enjoy the pampering and the color tips you'll receive too! For helping me you'll receive a \$5 Gift Certificate to be used that night, plus you'll get your name in for a MK basket of goodies valued at over \$90! Is there any reason why you wouldn't want to be a model and help me with my color certification? (Confirm date, time, what to wear, driving arrangements or directions too). (For the first appointment you schedule with your model, you could ask her to bring a couple of friends along and she could earn extra MK from you). Say, " _____, would you like to know how you can earn \$20 in free MK? I'm working on a color portfolio and I'll give you \$20 in free MK if you can bring along 2 friends who are as sharp as you and who would enjoy a facial. Who do you know who might join you? (I'll have a \$5 gift certificate for them too)". (Remember, if her friends haven't had their first appt. facial them all first and then have them come for their color appointment on one of our Tuesday **Nights**, or bring them at 6:15 for a facial prior to the color class at 7:00pm.

How to Confirm your Model and be ready for her Color Confidence Appointment: Send a postcard confirmation immediately after confirming and remind her of her gift and additional gift for bringing 2 friends (who have been facialed prior). If she reschedules or can't come the day you confirmed her, be sure to RE-CONFIRM her for another time slot. **Please call Elaine at 503-632-8586 or Lan at 503-635-4903 to confirm your guest by Tuesday 3PM. This is very important!** All color models should already be **PREPROFILED** BEFORE she comes for her color appt. on **Tuesday** evening and fill out the **Create-A-Look** sheet for your model also. Go on MKIntouch and "Create-a-Look" for your model so you have the correct color card and/or samplers ready for her on **Tuesday** evening. Go to Business Tools/ Create a Look and print out the application techniques for your model. Pick up your guest and bring her if at all possible, then you'll know she'll be there!

What to bring to each Color Confidence Class: Each consultant is responsible for bringing....own camera, Portfolio notebook and pages of Before/After sheets, TicTacToe Sheets, Create-A-Look Sheets, and Marketing Sheets ~ so please make enough copies for your models. You can find these pages on Elaine's web site under Training/Color.

You'll also want to pack a....

Mirror, tray, profile card, beauty book and MK's set sheet, washcloth, sales ticket, mascara wand, sponge tip applicators, cotton rounds and balls, Q-tips, pens,

foundation and brush set for each model to use. Bring your own Roll-Up bag to demo out of, color cards and/or color samples for each model. Pack and be organized for each week AHEAD of time! You will be so happy you are!

Working with your Models: Introduce her to your Director as you arrive AND before you leave that night. Make them feel special and pampered. Don't talk to your model during the color training - it is disruptive and will waste time for everyone.

Nightly Schedule for Models:

7:00pm - 7:20pm Give her a Satin Hands treatment, then immediately seat her. Have her do her skin care and get her "foundation ready" and take her "Before" picture while seated. Have Model fill out the right side of her "Before/After Sheet". Have the Create-A-Look "application techniques sheet" printed and ready to give your model during the color training portion of this night.

7:20 - 7:30pm Director Welcome and Introductions of Models. Each consultant should say a POSITIVE yet brief description of her model for the night and how excited you are to have her as your model.

7:30-8:00 Color Training ~ PLEASE NO TALKING during this portion of the class. Directors will teach or we will watch a DVD of the color application technique we are training on. After the training portion, you can help your Model(s) finish her "WOW Look". "After" Pictures are taken while models are seated, to avoid confusion. Give application techniques to your model after the training. Fill in colors used on models on their Before/After Sheets.

8:00-8:15pm CLASS CLOSE and Roll-up Bag. Again NO TALKING during this time while we do the CLASS CLOSE. After the close, each consultant will ask their model if she wants to use her "gift certificate" and/or book a follow-up appointment to get into a drawing tonight. Fill out a sales ticket with model's name and your name and give to Director for the product drawing. Model must either purchase and/or book an appointment to get into the drawing. Get answer from model within 5 minutes of the CLASS CLOSE, then give a Director her Sales Ticket for the drawing.

8:15-8:20pm "Sales Ticket" drawing from those models wishing to purchase tonight and/or BOOK tonight.

8:20- - 8:35pm MK Chocolate Marketing with questions afterwards. Each model who turns in her Chocolate Marketing Sheet will get her name in for the April and/or May Basket Drawing. (I encourage you to invite that model back on May 11th and June 1st for our Color Certification Party! THANK YOU TO ALL THE MODELS FOR COMING TONIGHT! We'll have a 5 minute "good bye" then consultants can stay for another ½ hour for recognition, education and closing.

8:35pm -8:45pm Consultant time, clean up and back to your families by 9PM!